



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Promotion / Communication Skills

## **SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will give an ID label to your adult assistant during the preparation time.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- Turn in all of your notes and event materials when you have completed the event.

### **GENERAL PERFORMANCE INDICATORS**

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

### **SPECIFIC PERFORMANCE INDICATORS**

- Identify factors affecting a business's profit.
- Select strategies for maintaining/building fan support.
- Describe the impact of sports on communities.
- Assess community relations opportunities for sport.
- Write a press release.
- Write persuasive messages.
- Explain the nature of effective written communication.

## CASE STUDY SITUATION

You are to assume the role of public relations specialists for the SAN FRANCISCO STARS, a National Football League (NFL) team. The owner of the team (judge) has asked you to write a press release to counteract negative publicity and to suggest a community-relations event to rebuild support.

Week after week, NFL scouts seated in stadium press boxes train their binoculars on coaches responsible for sending in plays via hand signals. They watch intently and whisper what they see into audio recorders. Scouts send these observations to their teams' offensive coaching staffs, hoping to link the opponents' defensive signals to specific blitzes and fronts. This is legal under NFL rules, with one stipulation—absolutely no video recording devices may be used in the coaches' booth, on the field or in the locker room during the game. Because of current technology, many in the sports and entertainment industry are concerned about the escalation of spying. Others believe the concern is an overreaction, because the information obtained from taping cannot be trusted—coaching staffs take many precautions and often disguise their signals.

This season, NFL officials confiscated a camera and videotape from a video assistant of the SAN FRANCISCO STARS while he/she was on the opposing team's sidelines. It was determined that the assistant was recording the defensive signals of the opponent, which is clearly prohibited under NFL guidelines. Adding to the embarrassment, the head coach and franchise were fined \$500,000. In addition, the team also lost crucial future draft choices. The media, fans and the sports world now question the standards of the coaching staff and the ability of the team to win legitimately. Ticket sales and revenue from related merchandise are plummeting.

The franchise does not condone nor will it tolerate this type of conduct—the fans deserve a team that instills respect, pride and loyalty. The owner (judge) is firmly committed to improving the team's conduct and image. He/she (judge) has asked your team to write a press release that will firmly convey this message and reestablish goodwill. The owner (judge) would also like a suggestion for a community-relations event that will generate positive feelings and support for the team from the community.

You will present your press release and suggestion for community-relations event to the owner of the team (judge) in a meeting to take place in the conference room of the team's headquarters. The owner (judge) will begin the meeting by greeting you and asking to hear your information. After you have presented your ideas and have answered the owner's (judge's) questions, the owner (judge) will conclude the meeting by thanking you for your work.

## JUDGE'S INSTRUCTIONS

You will assume the role of owner of the SAN FRANCISCO STARS, a National Football League (NFL) team. You have asked a team of public relations specialists (participant team) to write a press release to counteract negative publicity and to suggest a community-relations event to rebuild support.

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The franchise does not condone nor will it tolerate this type of conduct—the fans deserve a team that instills respect, pride and loyalty. You are firmly committed to improving the team's conduct and image. You have asked your public relations specialists (participant team) to write a press release that will firmly convey this message and reestablish goodwill. You have also asked for a suggestion for a community-relations event that will bring positive feelings and support for the team from the community members.

The public relations team (participant team) will present their press release and community-relations event to you in a meeting to take place in the conference room of the team's headquarters. You will begin the meeting by greeting the public relations team (participants) and asking them to present their ideas.

After the public relations specialists (participant team) have made their presentation, you are to ask the following questions of each participant team:

1. It has been said, "All publicity is good publicity." Do you believe this is true in this case?
2. Why is it important to gain support from the community members?

Once the public relations team (participant team) has answered your questions, you will conclude

the meeting by thanking them for their work.

You are not to make any comments after the event is over except to thank the participants.

## **JUDGING THE PRESENTATION**

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series direct.

*We thank you for your help.*

# **JUDGE'S EVALUATION FORM** **STDM** **STATE EVENT 2010**

<b>PERFORMANCE INDICATORS</b>	<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Below Expectations</b>	<b>Little/No Value</b>	<b>Judged Score</b>
<b>DID THE PARTICIPANT:</b>					
<b>1. Identify factors affecting a business's profit?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>2. Select strategies for maintaining/building fan support?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>3. Describe the impact of sports on communities?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>4. Assess community-relations opportunities for sport?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>5. Write a press release?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>6. Write persuasive messages?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>7. Explain the nature of effective written communication?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>PRESENTATION</b>					
<b>8. Clarity of expression</b>	6-5	4	3-2	1-0	_____
<b>9. Organization of ideas</b>	6-5	4	3-2	1-0	_____
<b>10. Showed evidence of mature judgment</b>	6-5	4	3-2	1-0	_____
<b>11. Effective participation of both team members</b>	6-5	4	3-2	1-0	_____
<b>12. Overall impression and responses to the judge's questions</b>	6-5	4	3-2	1-0	_____
<b>TOTAL SCORE</b>					_____